



புதுச்சேரி மாநில அரசிதழ்

La Gazette de L'État de Poudouchéry

The Gazette of Puducherry

PART - I

சிறப்பு வெளியீடு

EXTRAORDINAIRE

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அதிகாரம் பெற்ற
வெளியீடு

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No. } 50	Poudouchéry	Jeudi	10	Avril	2014 (20 Chaitra 1936)
No. }	Puducherry	Thursday	10th	April	2014

GOVERNMENT OF PUDUCHERRY
OFFICE OF THE DISTRICT ELECTION OFFICER

No. 1225/DEO/DL MCMC/GELS-2014

Puducherry, the 10th April 2014.

NOTIFICATION

The Election Commission of India has announced the General Elections to Lok Sabha-2014 to be held on 24th April 2014. The Election Commission of India has issued several instructions for monitoring expenditure during the elections has a part of curbing the use of money power during elections. Hence, in order to assess the election expenditure of contesting candidates, the notification of Rate Chart published in the Extraordinary Official Gazette vide No. 23, dated 5th March 2014 and No. 43, dated 29th March 2014. The item of tariffs for advertisements in local cable network channels and MSO channels have been finalised by the District Election Officer, Puducherry. The same is hereby notified for information of the general public, political parties and interested persons for assessing the election expenditure during the ongoing General Elections to Lok Sabha-2014. The Election Expenditure Monitoring Cell will assess the expenditure based on these rates:

(i) Tariff for visual display advertisements for all local cable channels and MSO channels

Sl. No.	Number of spots/slots per day	Number of seconds per advertisement	Total seconds per day	Tariff per minute	Service Tax @ 12.36%	Total tariff per minute
(1)	(2)	(3)	(4)	(5)	(6)	(7)
				₹	₹	₹
1	Up to 12 spots per day.	Up to 60	Up to 720 seconds	34	4	38
2	More than 12 spots per day.	Up to 60	More than 720 seconds.	23	3	26

(ii) Tariff for scrolling display advertisements for all local cable channels and MSO channels

Sl. No.	Number of times per day	Number of seconds per advertisement	Total minutes per day	Tariff per minute	Service tax @ 12.36%	Total tariff per minute
(1)	(2)	(3)	(4)	(5)	(6)	(7)
				₹	₹	₹
1	Up to 300 times (for local channels).	Up to 60	Up to 300	60	7	67
2	Up to 200 times (for MSO channels).	Up to 60	Up to 200	420	52	472

(iii) Tariff for logo advertisements for all local cable network channels and MSO channels

Sl. No.	Number of times per day	Average tariff per day	Service tax @ 12.36%	Total tariff per minute
(1)	(2)	(3)	(4)	(5)
		₹	₹	₹
1	Up to 80 times	233	29	262
2	More than 80 times	333	41	374

Dr. S.B. DEEPAK KUMAR, I.A.S.,
District Election Officer.